

Title: NYS Field Crops Weekly Pest Report - Evaluation 2005

Project Leaders:

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Cooperators: Cornell Cooperative Field Crop Extension Educators

Type of project: Public Education

Project location: New York State

Abstract:

The purpose of the NYS Field Crop Weekly Pest Report is to provide timely pest information to field crop extension educators. The report compiles weekly pest and crop observations collected by field crop extension personnel across NYS. In addition, the Weekly Report provides a vehicle to disseminate other relevant IPM information such as pest identification, scouting techniques and a calendar with suggestions for pest management activities. The pest report is distributed via the Cornell University Field Crops Staff List Serve and the Cornell In-house Field Crops List Serve. Twenty-two NYS Weekly Pest Reports were published in 2005. Extension Educators utilize the Weekly Report as an overview of timely pest information, and have found the report useful in alerting their local clientele regarding pest management issues. This report details the results of a survey sent to field crop extension educators at the conclusion of the 2005 growing season to measure the impact of the weekly pest report.

Background and Justification:

Field Crop Extension personnel are responsible for providing their clientele with timely information to help enhance crop and pest management decisions. The weekly field crops pest report in NYS was meant to provide Extension Educators with timely information on specific pests during the on-going course of the growing season. The report was developed by the Livestock and Field Crop IPM Program Team with the involvement of several extension educators across NYS. The pest report was distributed on the Cornell Field Crops Staff List Sever. The report was a compilation of what pests were seen, and the amount and potential significance of their crop infestation that week. The Weekly Report was written to provide educational information for Extension Educators to use in their programming, newsletters, list-serves and outreach efforts. The philosophy behind the pest report is to inform Extension Educators on items of immediate pest management concern and provide a convenient news summary which can also be used in an outreach multiplier capacity with their clientele. Extension Educators can select the pest information that best fits their county situation and clientele's needs. The pest report is short, concise and contains links to pest identification photographs and additional management information.

Objectives:

1. Provide current pest information to field crop extension educators on a weekly basis.
2. Evaluate the impact on the weekly pest report with field crop extension educators.

Procedures:

Field corn, soybeans, wheat, and alfalfa pests were the principal topics for this year's Weekly Pest Reports. The Livestock and Field Crop IPM Program Team was responsible for developing, compiling and publishing the Weekly Pest Report. Extension Educators across NYS shared their local pest observations with the LFC Team who then prepared the report using a concise newsletter format and targeted educational articles. Within the information provided were internet links to identification pictures and in-depth management practices. The twenty-two issues of the 2005 Weekly Report addressed a wide variety of insect pests, plant diseases, weeds, and vertebrate pests that occurred in field crops during 2005. The complete set of this seasons Weekly Pest Reports and archives of 2002, 2003 and 2004 can be found at: <http://nysipm.cornell.edu/fieldcrops/tag/pestrpt/>. The following tables are the pests that were presented in the weekly pest report:

Table 1: Insect Pest Information Reported

<i>Insect Pests</i>	Alfalfa	Soybeans	Wheat	Field Corn
Alfalfa Snout Beetle	X			
Alfalfa Weevil	X			
Aphids			X	
Armyworms			X	X
Black Cutworm	X		X	X
Cereal Leaf Beetle			X	
Clover-root curculio	X			
Common stalk borer				X
Corn Rootworm				X
European Corn Borer			X	X
Hessian Fly			X	
Hopvine borer				X
Japanese beetle		X		
Maize Billbug				X
Mexican bean beetle		X		
Potato leafhopper	X			
Potato stem borer				X
Seed Corn Maggot		X		X
Soybean Aphids		X		
Stored Grain Pests		X	X	X
White Grubs			X	X

Table 2: Plant Diseases Information Reported

<i>Plant Diseases</i>	Alfalfa	Soybeans	Wheat	Field Corn
Anthraxnose	X	X		X
Anthraxnose Stalk Rot				X
Brown spot (Septoria leaf spot)		X		
Cladosporium ear and kernel rot				X
Common Rust				X
Common smut				X
Crown rots	X			
Diplodia ear rot				X

Diplodia stalk rot				X
Downy mildew	X	X	X	
Fusarium ear rot				X
Fusarium head blight			X	
Fusarium stalk rot				X
Fusarium wilt	X			
Gibberella ear rot				X
Gibberella stalk rot				X
Leaf & stem rust			X	
Leaf Spots	X			
Penicillium ear rot or blue eye				X
Phytophthora root rot	X			
Powdery mildew	X		X	
Pythium stalk rot				X
Sclerotinia crown and stem rot	X			
<i>Sclerotinia sclerotiorum</i>		X		
Seed Decay		X	X	X
Seedling Blights		X	X	X
<i>Septoria tritici blotch</i>			X	
Soybean rust		X		
<i>stagonospora nodorum blotch</i>			X	
Verticillium wilt	X			
Wheat spindle streak mosaic virus			X	
Yellow dwarf virus			X	

Table 3: Weed Information Reported

<i>Weeds and Information</i>	General Weeds	Field Corn	Alfalfa
Common Ragweed is Resistant to What?	X	X	
Do weeds indicate insect pests present?	X	X	
Fall Weed Survey	X	X	X
Field Bindweed	X	X	
Hedge Bindweed	X	X	
How many seeds can a weed produce	X	X	
Velvetleaf Causes Yield Reduction	X	X	
Weed Emergence Models	X		
Weeds indication of soil condition	X	X	
When do weeds wake up?	X		
Wild Buckwheat	X	X	
Yellow Nutsedge	X	X	

Table 4: Other Pest Information Reported

<i>Vertebrate Pests</i>	Alfalfa	Soybeans	Wheat	Field Corn
Birds-Field and Stored Grain		X	X	X
Deer				X

Mice-Stored Grain		X	X	X
<i>Beneficial Organisms</i>				
Damsel bugs	X	X	X	X
Green lacewings	X	X	X	
Ground Beetles				
Lady Beetles	X	X	X	X
Parasitoids	X	X	X	X
Syrphid flies	X	X	X	X
<i>Zoophthora phytonomi</i> -Fungi	X			
<i>Other</i>				
Checking Plant Populations	X	X	X	X
Keeping Records	X	X	X	X

At the completion of the growing season Cornell extension personnel were invited to complete a survey to evaluate usefulness and potential impact of the 2005 NYS Field Crop Weekly Pest Report. This survey was conducted electronically via the Cornell Field Crops Staff list-server.

Results and Discussion:

The Weekly Report Evaluation Survey questionnaire is presented in Appendix 1. Completed surveys were returned by 15 individuals, approximately a 25% return rate. Survey responses were very positive indicating user satisfaction with content, format, timeliness, and as a source of valuable subject matter information for use in additional outreach situations. The following figures summarize the percent of responses provided to specific questions regarding the usefulness and impacts of the weekly pest report.

Figure 1: “The weekly New York Field Crops Pest Report” was: *Very Useful, Somewhat Useful, Not Useful.*

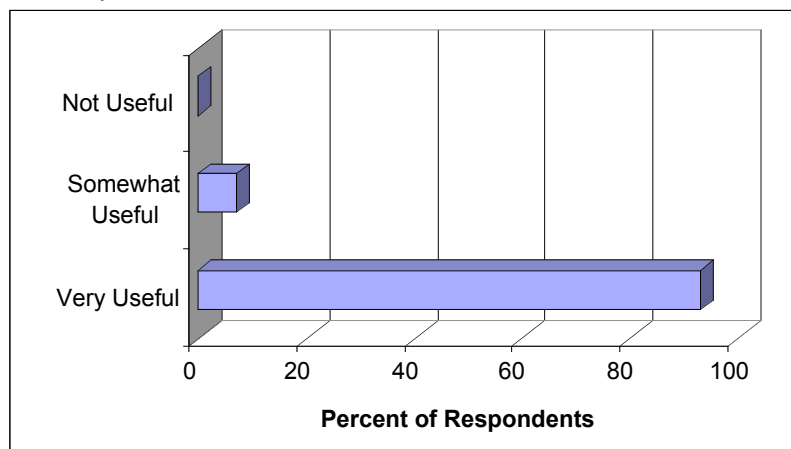


Figure 2: “The new format for the 2005 NYS Weekly Field Crops Pest Report an improvement” was: *Yes, not Sure, No.*

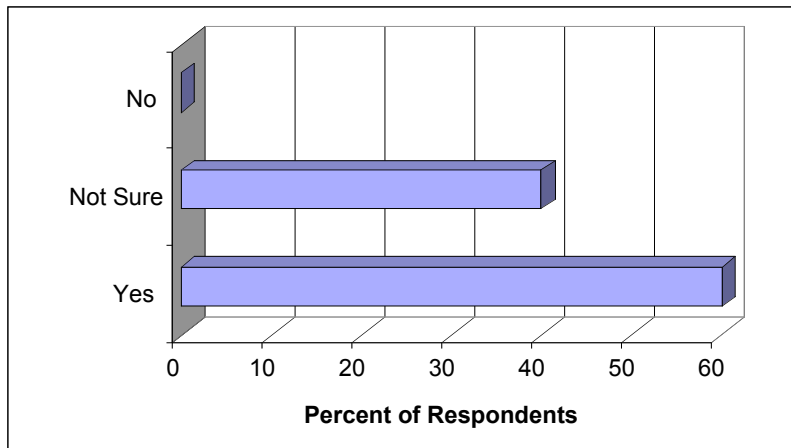


Figure 3: “Including photographs of specific pests in the NYS Weekly Field Crops Pest Report” was: *Very Useful, Somewhat Useful, Not Useful.*

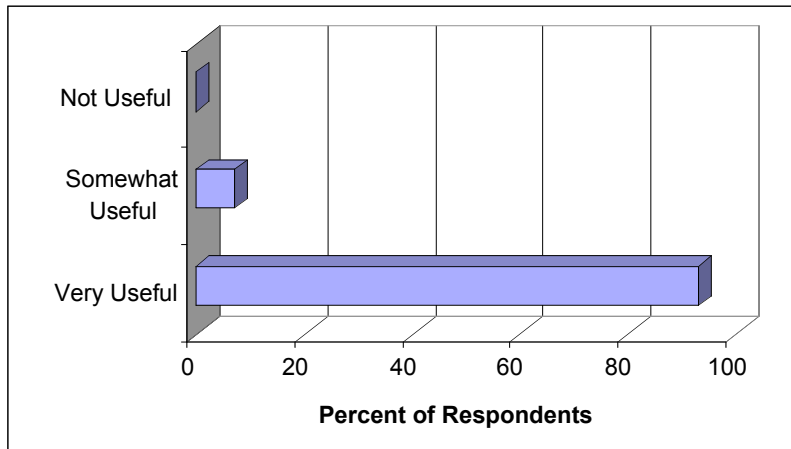


Figure 4: “The length of the weekly New York Field Crops Pest Report was: *Just Right, Too Long, Too Short.*”

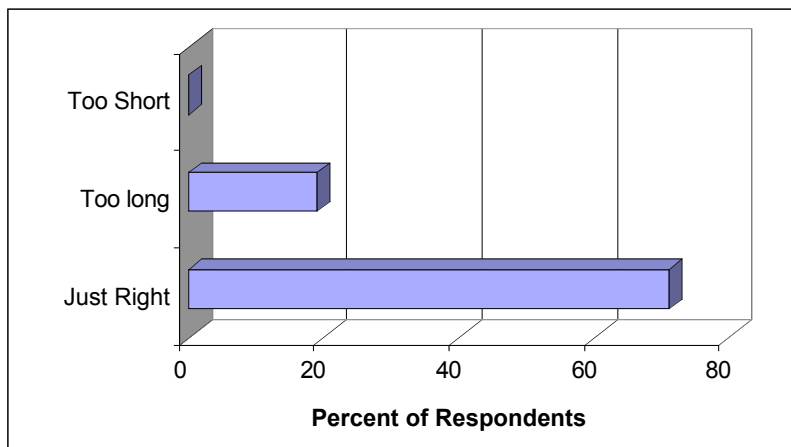


Figure 5: “Was the file size of the NYS Weekly Field Crops Pest Report ok for your email system was: Yes, Not Sure, No”.

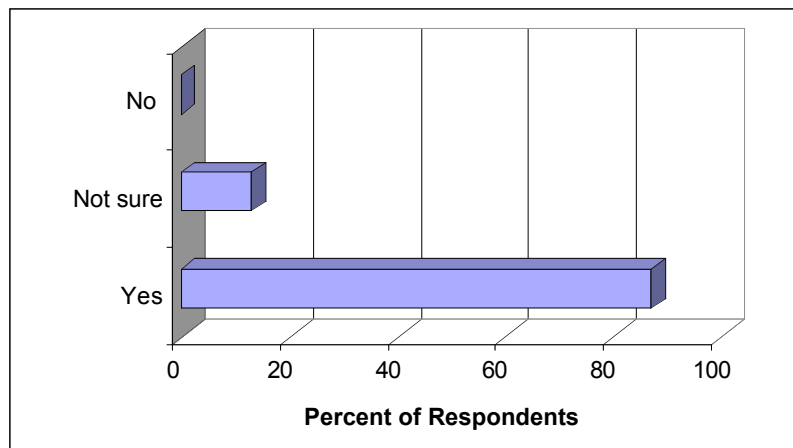


Figure 6: “The Internet links provided in the New York Field Crops Pest Report to additional information and identification pictures about specific pests” were: Very Helpful, Somewhat Helpful, Not Helpful”

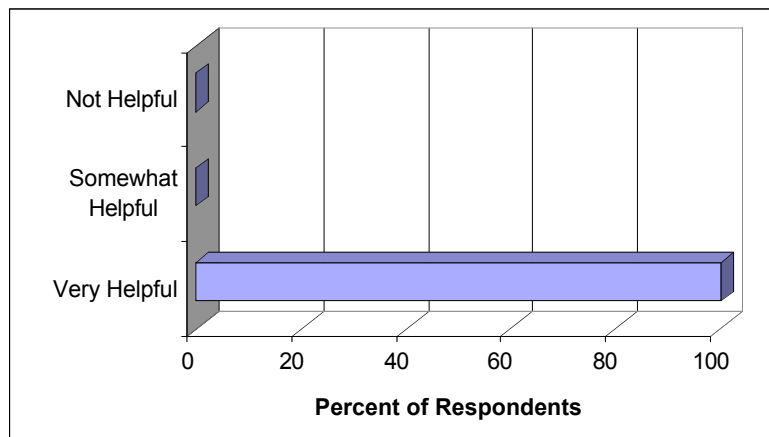


Figure 7: “Did you use the web version the NYS Weekly Field Crops Pest Report,” was: Yes, No.

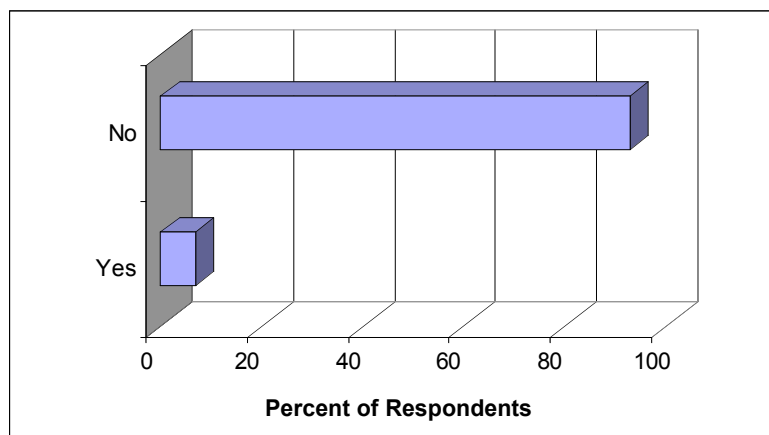


Figure 8: Have you provided your clientele with the URL for them to link to the NYS Weekly Field Crops Pest Report via the web, was: Yes, No.

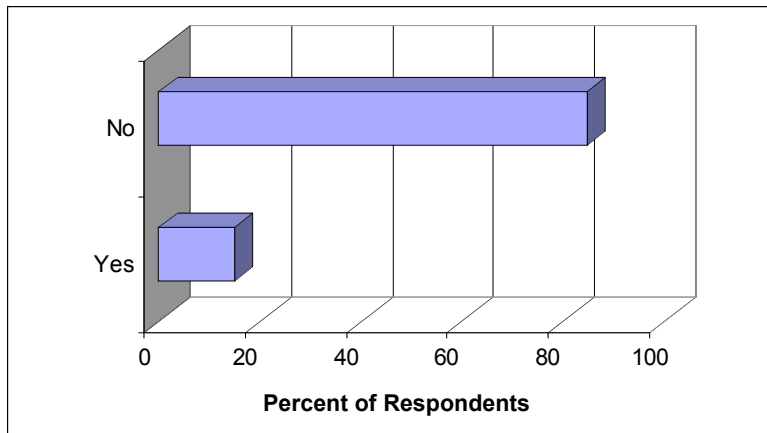
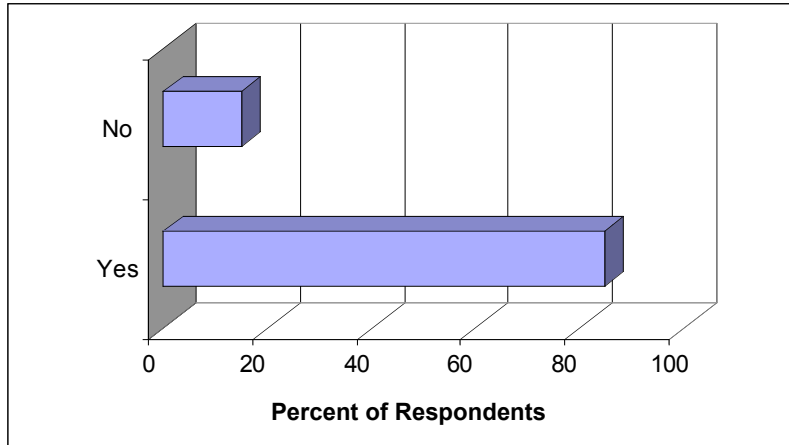


Figure 9: Have you used articles from the NYS Weekly Field Crops Pest Report in your extension programming, outreach, newsletters, was: Yes, No.



Comments to the following question: "Have you used articles from the NYS Weekly Field Crops Pest Report in your extension programming, outreach, newsletters. If yes, please indicate the name of the newsletter and the number of people that are targeted to receive it"

-The Weekly Field Crops Pest Report has been a big help to me. You probably noticed that I have taken sections of it at times and pasted them into my Ag Report.

-I have copied about 4 or 5 sections of your newsletter into mine. I send to a email list of growers (20 people)

-Photos of leafhopper, thresholds, weed photos, CRW threshold sheets, and CRW photos were used for winter meetings and employee training.

-Knowing what pest levels/ thresholds neighboring communities are experiencing as well as my own helped /

-I use parts of the report that goes to about 110 people in all aspects of agriculture.

-I used many parts of the report in the Madison Manager that goes to 520 people.

-Oneida County CCE--"Farm Flashes," target audience is 350 farmers, and 500 readers total.

The report was very helpful to be able to use some of the articles!!

-I used many parts of the report in the Land and Living that goes to 1300 people

Used in our monthly county news that goes to 850 people.

-I used a bit of the armyworm info from the Aug 5 issue (Vol 4, #16).in our monthly newsletter, received by 400 individuals (320 are commercial farmers).

Comments to the following question: "What did you like the most about the New York Field Crops Pest Report?"

- The report was timely, readable, area specific, and had a good layout
- It was up-to-date, timely and allowed me to answer questions about what was going on in the rest of the state. Also serves as a heads-up of what might be headed to the North Country next!
- To know what is going on in the region.
- Timeliness, short articles, good photos and links for more information
- Weekly reminders of what to keep an eye out for in the field, knowing what pests have been seen in areas around the state.
- Gives us a benchmark to work from.
- Mainly as part of preparation for twigh-light style farmer meetings and one on one farm visits
- Good technical data with pictures
- Timely, color photos of insects and disease
- Short, good pictures, good information
- Current topics of the season and a statewide view of cropping.
- Current information in the field as I have not been able to travel as much as I would like to stay up-to-date with the situations throughout the growing season.

Comments to the following question: "How can the NYS Weekly Field Crops Pest Report be improved to better suit your field crop IPM needs and those of your clientele?"

- How about specific herbicide information?
- Please sort by crop
- Some threshold levels as well as how to scout.
- Have a vegetable report separate from a field crops report
- I can't think of anything, really. The changes you've made this year are fantastic.
- Having the same format each week allowed for ease of accessibility to different parts of the letter. Including hi quality photos of pests and timely repeated information is good.
- Keep up good work
- Discussions of weeds, pictures and management strategies

Comments to the following question: "Do you have any other comments or suggestions to improve next season's NYS Weekly Field Crops Pest Report"

- Include economics of crop production where possible ie. costs of inputs and include up to date commodity prices.
- I think it would be real neat to see the PR develop over time into something that is similar to what other state Extension/ Universities put out on a weekly basis via email and WWW. Also there are farmers and or ag business out there that would like to get it that aren't on FieldCropsL, perhaps some type of email subscription similar in format to FieldCropsL would work. I have a suspicion that people are more apt to view the PR when it shows up in their Inbox as opposed to remembering to check a link each week via WWW, particularly when there is breaking news from the field. Subscription could be made at the IPM website. Doesn't Cornell host these lists somehow for no extra charge?
- Make sure file size is small enough for easy downloading. I think the photos slowed downloading.

Comments to the following question: "Do you have any other comments about the weekly New York Field Crops Pest Report"

- I especially liked the addition of the clipboard checklist. This may be asking a lot since we don't have a strong ag. machinery dept. but if we can borrow the info from other states like corn planter repairs and maintenance tips, tuning up your combine for wheat, for soybeans repair and maintenance of your diskbine, chopper etc.
- Keep up the great work!!!

Comments to the following question: "What other IPM educational resources would be helpful for your extension programming"

- Insect pest kits with pinned samples of the most common pests
- Laminated cards on most common pests scouting methods w/color pictures
- Bulletins (1 pager on common pests with color photos) on web ready for printing
- Good set of weed id pages (color photos) combine with line drawings and explanation of description ie alternate leaves entire etc.
- More soybean info. in Cornell Guide - I think that's coming - see below
- More small grain info. in Cornell Guide - it helps to have for reference in the field & talking with growers
- A redo of the alfalfa field corn IPM pocket guide, get it to the scale of something that would be similar to the Purdue soybean guide or forage guide, i.e. color photos of pests, deficiencies, etc.
- Guides to pests with color photos of various life stages
- Organic information
- More on weed control
- More on bio-terrorism
- More pest manuals
- More farm visits

Summary

Feedback from responding Field Crops Extension Staff indicated the NYS Field Crops Pest Report was overwhelmingly well received. In addition to immediate use by extension personnel, the Weekly Report also had a multiplier effect as a source of information used in array of educational methods. The most common method was to use specific pest information from the report in CCE county agricultural newsletters and reports. Many thousands of growers, crop consultants and agri-business people received part of this pest information through these county newsletters in NYS. For example – CCE Extension Educators in the Hudson Valley publish an agricultural newsletter for several counties. Several of the articles prepared for the Weekly Pest Report were incorporated in the Hudson Valley Newsletter with a total subscription list of about 20,000 people. Many Extension Educators have used Weekly Pest Report articles in a similar fashion by reprinting many of them in their county agricultural newsletters. Some Extension Educators sent the pest report directly to growers, crop consultants and agri-business people via email. Some of these recipients of the pest report had positive comments on how they liked the report and how they were using the information. Many Extension Educators indicated they used the pest report in field visits and meetings. Some crop consultants stated they would use information directly with their clients. Some growers also stated that they found the pest report useful to their farming operation. Respondents overwhelmingly indicated they liked and appreciated the timely information for their extension programming.

Samples of materials:

The 2005 NYS Field Crop Weekly Pest Reports and archives of the 2002-2004 season reports are available for viewing on-line at: <http://nysipm.cornell.edu/fieldcrops/tag/pestrpt/default.asp>

Appendix

Appendix 1. The Weekly Report Evaluation Survey questionnaire is presented in.

New York State IPM Weekly Field Crops Pest Report Evaluation Survey 2005

Your input on the effectiveness of the NYS Weekly Field Crops Pest Report is important to us. By providing us with your perspective you can help us design the report to better fit your extension needs in the future.

Please indicate by placing an "X" on the line or a response to the specific questions about the weekly NYS Field Crops Pest Report for 2005.

1. The NYS Weekly Field Crops Pest Report was:

Very Useful

Somewhat Useful

Not Useful

2. Is the new format for the 2005 NYS Weekly Field Crops Pest Report an improvement?

Yes

Not sure

No

3. Including photographs of specific pest in the NYS Weekly Field Crops Pest Report was:

Very Useful

Somewhat Useful

Not Useful

4. Was the file size of the NYS Weekly Field Crops Pest Report ok for your email system?

Yes

Not sure

No

5. The Internet links provided in the NYS Weekly Field Crops Pest Report to additional information and identification pictures about specific pests were:

Very Helpful

Somewhat Helpful

Not Helpful

6. The length of the NYS Weekly Field Crops Pest Report was:

Just Right

Too Long

Too Short

7. Did you use the web version the NYS Weekly Field Crops Pest Report?

Yes _____ No _____

-If yes do you prefer the web version over the email version of the pest report?

Yes _____ No _____

8. Have you provided your clientele with the URL for them to link to the NYS Weekly Field Crops Pest Report via the web?

Yes _____ No _____

9. Have you used articles from the NYS Weekly Field Crops Pest Report in your extension programming, outreach, newsletters?

Yes

No

If yes, please indicate the name of the newsletter and the number of people that are targeted to receive it.

10. What did you like the most about the NYS Weekly Field Crops Pest Report?

11. How can the NYS Weekly Field Crops Pest Report be improved to better suit your field crop IPM needs and those of your clientele?

12. Do you have any other comments or suggestions to improve next season's NYS Weekly Field Crops Pest Report?

13. Do you have any other comments about the NYS Weekly Field Crops Pest Report?

14. What other IPM educational resources would be helpful for your extension programming?

1.

2.

3.

4.

5.